THROWBACK THURSDAY

WFRV-TV

This photograph shows work on the WFRV-TV station, 1181 E. Mason St., in 1961. At the time, the station was an affiliate of NBC. WFRV first went on air on Dec. 10, 1953, broadcasting from Neenah. It moved its license to Green Bay in the late 1950s and received its NBC affiliation in 1959. In 1958, WFRV became the first television station in northeastern Wisconsin to broadcast in color.

» Order a reproduction of this and other photos from the Neville Public Museum of Brown County at http://photos.nevillepublicmuseum.org.

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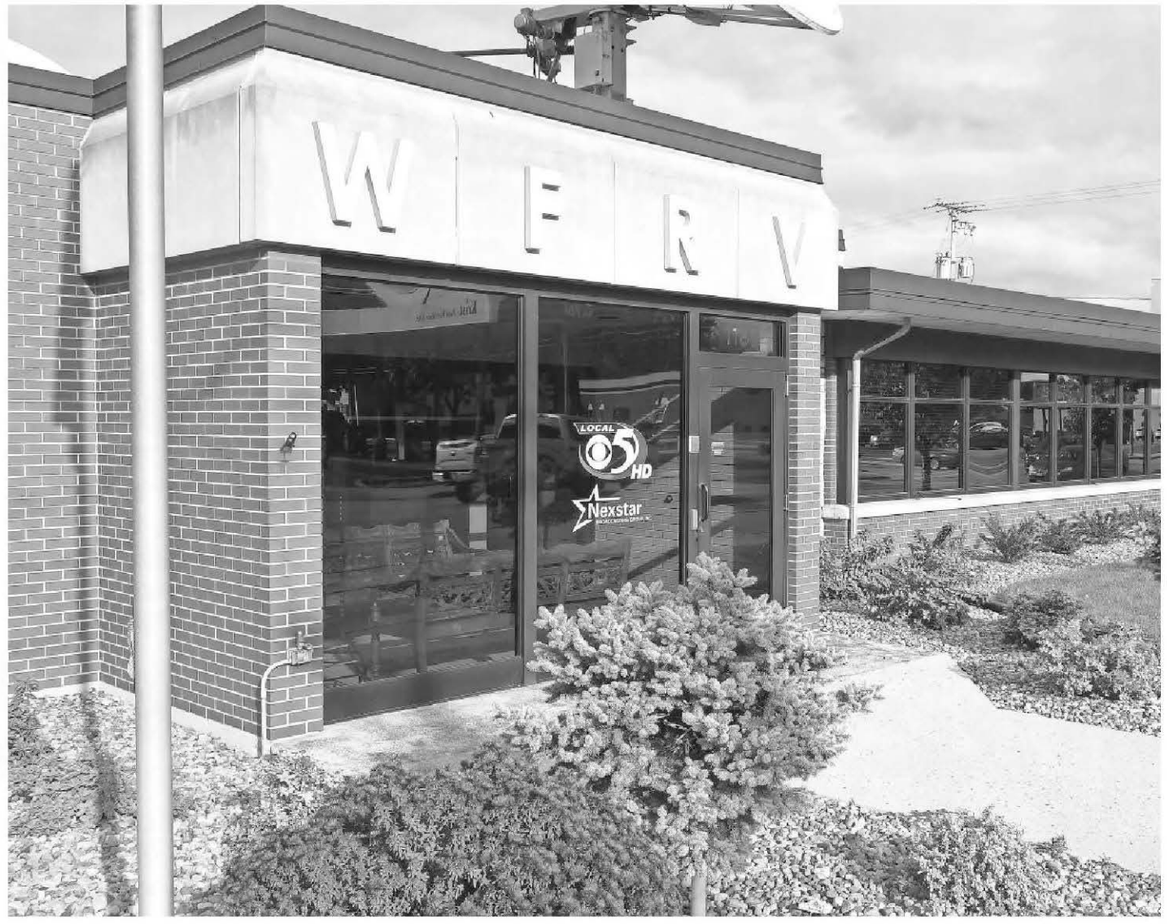
NEVILLE PUBLIC MUSEUM OF BROWN COUNTY

WFRV, 1181 E. Mason St., in 1961

NOW



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WFRV, 1181 E. Mason St.